



**“LEARN SOMETHING NEW  
EVERY DAY – THAT’S MY MANTRA.”**

**Mailennium**

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“I am the proverbial student from the school of hard knocks,” declares Laura Artibello, president of Mailennium. Without a formal education, Laura’s tenacity and insatiable curiosity turned a fledgling firm into a national success story.

Laura learned the direct mail industry from the ground up. “I dug the trenches to learn the business,” she fondly recalls. “And then a little something called ‘the Internet’ arrived and absolutely changed everything!”

Undeterred and adaptable, Mailennium evolved for the 21<sup>st</sup> century. While still delivering hugely effective direct mail services, Mailennium used its sophisticated skill set and marketing expertise to move into Data Capture (research and evaluation on paper and on-line). “In essence, we reversed our role and became a full turnkey operation,” says Laura.

Showing that same determination within the community, Mailennium supports a few charities, notably Canadian Emergency Services Boxing Association (CESBA), Camp Oochigeas and Interim Place, a women’s shelter. Laura concludes, “My life is richer and fuller because I encourage people to ask – “How can I help?”